FEB 3

Broadcasting

61st YEAR | FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ HOW BAD IT IS IN RADIO: 1992 / 4

❑ FEBRUARY SWEEPS: OLYMPICS COULD MAKE OR BREAK CBS LEAD / 18

❑ FCC MOVES TO IMPLEMENT 90-DAY REGULATORY MORATORIUM / 33

A FIRM GO!

THE BIGGEST SURPRISE OF NATPE '92
IS SET TO BECOME A LATE NIGHT
STRIP HIT STARTING
MARCH 30, 1992.

NIGHTTALK WITH
JANE WHITNEY
THE NEXT LATE NIGHT
TALK FRANCHISE

WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

S. 12
CLIFFHANGER

Hill may move to allow license depreciation

Rostenkowski seen likely to alter plan for franchise treatment

By Geoffrey Foisie

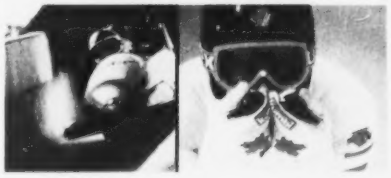
Broadcasters may be given a break on depreciating for tax purposes the value of their FCC licenses. J. Michael Hines, a partner with Dow Lohnes & Albertson, told BROADCASTING last week there is now a 60-70% chance that Representative Dan Rostenkowski (D-Ill.), chairman of the House Ways and Means Committee, will change a bill he introduced last summer (BROADCASTING, Aug. 5, 1991) that, as currently worded, specifically excludes from depreciable assets government-bestowed franchises that are "indefinite in duration."

Tax counsel for a number of other major communications companies said they were also optimistic, but thought it was too early to predict a change. Such an alteration in the legislation would be money in the bank for broadcasters, since FCC licenses are a significant portion of a station's acquisition price. The depreciation of that portion would increase taxable expense, thereby reducing the amount of taxable income and, thus, taxes eventually paid.

A mark-up of the Rostenkowski bill is not expected until March. The legislation as currently written is said to have the support of the Internal Revenue Service and the Bush administration.

Many broadcasters, and the NAB itself, were still concentrating on getting the legislation's depreciation period, currently set at 14 years, reduced for programing contracts, which typically run only four or five years. One group owner suggested that broadcasters could avoid the lengthened depreciation period by selling their contracts back to the syndicator for a nominal sum at the end of their run and taking a write-down on the sale. Others suggested the strategy may

This Week



CBS hopes Winter Olympics firm up ratings lead (p.18).

SENATE PASSES S.12 / 4

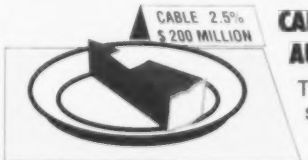
By a 73-18 vote, the Senate last Friday passed the S.12 cable reregulation bill. The legislation now moves to the House, where a bill is expected to be marked up in six to eight weeks.

SWEEPS STAKES / 18

CBS hopes February-sweeps Winter Olympic coverage will bolster its one-point-plus season-to-date lead, but the competition plans some aggressive counterprograming: ABC and NBC have miniseries and theatricals, and Fox is staging a week-long *Fox Summer Games*.

INTERCONNECT HOPES / 24

Hoping to grab a larger slice of the spot advertising market, New York cable operators are forming an interconnect service for ad buys. Able to sell the entire DMA, the interconnect bills itself as New York's seventh station.



Cable goes for bigger slice of spot (p.24).

TELCO-CABLE CONDO / 26

U.S. West's Richard McCormick urges a "condominium" approach to broadband fiber networks: telcos and cable operators would share the facilities, but each would control its own sheath of fibers. TCI is a potential partner.

FOOTBALL SCORES FOR RADIO / 29

A comparison of fall and summer '91 Arbitrons shows that 24 of 29 NFL flagship stations picked up listeners when the season got under way. The biggest winner was WWL(AM) New Orleans.

FCC'S MOVING DRAMA / 32

Overruling the recommendation of his staff, GSA Administrator Richard Austin has tentatively selected the Portals, a new office building tucked away in Southwest Washington, as the new FCC site. Commission Chairman Alfred Sikes responded in a letter that he would rather stay put than switch.

CAPTIVE CRISIS AUDIENCE / 38

The Network Television Association has sent a video to advertisers extolling the benefits of commercial buys during unscheduled news coverage. Audiences are "very sophisticated," the NTA says, citing polling data to show that viewers consider advertising support of news coverage a public service.

VIDEO-COMPUTER CONUNDRUM / 40

Engineers meeting for the SMPTE imaging conference this week will air their opinions on the issue of universal standards for video and computers. A limited survey of participants suggests the twain are years from meeting.

NEW ADDRESS IN NEW YORK

On Friday, Jan. 31, BROADCASTING's New York office moved to 475 Park Ave. South, New York 10016. The phone number is (212) 340-9860; fax is (212) 340-9869.

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Broadcasting's Ratings Week 4 Jan20-26

	ABC	CBS	NBC	FOX
MONDAY	15.3/23	17.4/26	13.5/20	NO PROGRAMING
8:00	46. FBI: Untold Stories 11.9/18	14. Evening Shade 16.7/25	19. Fresh Prince 14.9/23	
8:30	37. American Det. 12.8/19	8. Major Dad 18.6/28	30. Blossom 13.2/20	
9:00	12. ABC Monday Night Movie—Bed of Lies 16.8/25	6. Murphy Brown 19.6/28	30. NBC Monday Night Movie—Drug Wars: Cocaine Cartel Pt. 2 13.2/20	
9:30		10. Designg Wmn 17.6/26		
10:00		16. Northern Exposure 16.0/25		
10:30				
TUESDAY	16.3/25	12.3/19	12.4/19	NO PROGRAMING
8:00	11. Full House 17.4/26	42. CBS Tuesday Night Movie—Born on the Fourth of July 12.3/19	23. In the Heat of the Night 14.1/21	
8:30	7. Home Improvmt 19.4/28			
9:00	4. Roseanne 20.9/31		44. Law and Order 12.0/18	
9:30	9. Coach 17.9/27			
10:00	54. Civil Wars 11.2/19		56. Super Bloopers & Jokes 11.0/19	
10:30				
WEDNESDAY	9.6/15	11.8/19	13.0/21	NO PROGRAMING
8:00	58. Dinosaurs 10.8/17	65. Davis Rules 9.8/15	17. Unsolved Mysteries 15.7/24	
8:30	58. Wonder Years 10.8/17	69. Brooklyn Bridge 9.2/14		
9:00	50. Doogie Howser 11.5/17	40. Jake and the Fatman 12.7/19	53. Seinfeld 11.3/17	
9:30	70. Anything B/Love 8.9/14		48. Night Court 11.7/18	
10:00	74. Civil Wars 7.7/13	30. 48 Hours 13.2/23	48. Quantum Leap 11.7/19	
10:30				
THURSDAY	11.9/19	12.7/20	13.3/21	11.7/18
8:00	54. Columbo 11.2/17	36. Top Cops 12.9/20	21. Cosby 14.2/22	26. Simpsons 13.5/21
8:30			18. A Diffrnt World 15.5/24	66. Drexell's Class 9.6/15
9:00		37. Street Stories 12.8/19	15. Cheers 16.1/24	47. Beverly Hills 90210 11.8/18
9:30			24. Wings 13.9/21	
10:00	28. Primetime Live 13.4/23	41. Knots Landing 12.5/21	63. L.A. Law 10.0/17	
10:30				
FRIDAY	13.3/23	9.7/17	12.3/21	5.2/9
8:00	21. Family Matters 14.2/25	67. Rescue 911 9.5/16	37. Matlock 12.8/22	82. America's Most Wanted 6.5/11
8:30	34. Step By Step 13.1/22			
9:00	35. Baby Talk 13.0/22	58. Tequila and Bonetti 10.8/18	43. NBC Movie of the Week—In Broad Daylight 12.1/21	88. Hidden Video 4.3/7
9:30	44. Perfect Strngrs 12.0/21			92. Best of the Worst 3.3/6
10:00	25. 20/20 13.7/25	72. Hearts Are Wild 8.7/16		
10:30				
SATURDAY	8.1/15	8.7/15	12.6/22	8.4/14
8:00	77. Who's the Boss? 7.4/13	68. CBS Saturday Movie—Fatal Attraction 9.3/16	30. Golden Girls 13.2/23	73. Cops 8.3/14
8:30	79. Growing Pains 7.3/13		51. Walter and Emily 11.4/20	64. Cops 2 9.9/17
9:00	81. Young Riders 6.8/12		20. Empty Nest 14.7/25	74. UFO Report: Sightings 7.7/13
9:30			26. Nurses 13.5/23	
10:00	62. The Commish 10.1/19	84. All in the Family 5.8/11	51. Sisters 11.4/21	
10:30				
SUNDAY	8.6/13	36.6/55	9.4/15	6.1/9
7:00	83. Life Goes On 5.9/9	1. Superbowl XXVI—Washington Redskins vs. Buffalo Bills 40.3/61	87. Eerie, Indiana 4.4/7	90. True Colors 3.7/6
7:30			86. The Torkelsons 4.6/7	89. Hidden Video 4.1/6
8:00	71. Am Fun Hme Vid 8.8/13		56. NBC Sunday Night Movie—Danielle Steel's "Fine Things" 11.0/17	28. ILC Halftime Pty 13.4/20
8:30	76. Am Fun People 7.5/11			80. In Living Color 7.1/10
9:00	61. ABC Sunday Night Movie—Romancing the Stone 10.5/17			77. Married w/Childn 7.4/11
9:30				85. Herman's Head 5.1/8
10:00		3. Post Game Show 27.9/43		91. Get a Life 3.6/6
10:30		4. 60 Minutes 20.9/34		93. Charlie Hoover 3.0/5
WEEK'S AVGS	11.7/19	16.6/26	12.2/20	7.5/13
SSN. TO DATE	12.1/20	13.6/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

STATIONS WIN EXTRA POINTS WITH FOOTBALL

24 of 29 NFL flagships increased their shares from summer to fall, Arbitron shows

By Reed E. Bunzel

When the final numbers are chalked up on the 1991-92 football season, the tally will show the big winners were not just the Washington Redskins: pro games helped boost most of the 29 stations offering play-by-play in the 26 NFL markets.

Allowing for programing, demographic and methodological variables in the final book, NFL play-by-play was a valuable commodity to stations looking to increase their audiences through sports broadcasts. In a simple analysis of the fall '91 Arbitron numbers vs. summer '91, 24 of 29 radio stations serving as "flagships" for their markets' respective NFL teams increased their shares, while five went down. On average, those that picked up listeners—not necessarily, of course, because of NFL broadcasts alone—increased an average 1.2 points, while those that went down dipped an average 0.6.

The stations that realized the greatest ratings increases were WWL(AM) New Orleans (3.3), KOA(AM) Denver (2.7), WGR(AM) Buffalo (2.2), WBZ(AM) Boston (2.0) and WHK(AM)-WMMS(FM) Cleveland (1.9). Biggest losers were KIRO(AM) Seattle (-1.4), WNEW(AM) New York (-0.6), WCBS(AM) New York (-0.5) and KVIL-AM-FM and WTAE(AM)-WVTY(FM) Pittsburgh (-0.3).

Arbitron numbers for all stations are for persons 12-plus, Monday-Sunday, 6:00 a.m.-midnight; numbers for other demographics and dayparts were not available. Stations included in this analysis are those listed in the August 13, 1991, BROADCASTING, except for WGR(AM) Buffalo, which was omitted as the Bills' flagship station. Not included in the analysis were stations carrying CBS Radio Networks' *Monday Night Football* broadcasts. ■

STATIONS MAKE BOOK ON NFL PLAY-BY-PLAY

NFL Team	Flagship	Summer '91	Fall '91	Change	Team's W/L Pct.
Washington Redskins	WMAL(AM)	3.6	5.1	+1.5	.875
Buffalo Bills	WGR(AM)	3.9	6.1	+2.2	.812
Denver Broncos	KOA(AM)	7.0	9.7	+2.7	.750
Detroit Lions	WWJ(AM)	4.4	6.3	+1.9	.750
Chicago Bears	WGN(AM)	8.4	8.5	+0.1	.687
Dallas Cowboys	KVIL-AM-FM*	5.6	5.3	-0.3	.687
Houston Oilers	KTRH(AM)	4.7	5.3	+0.6	.687
New Orleans Saints	WWL(AM)	8.1	11.4	+3.3	.687
Atlanta Falcons	WSB(AM)	7.2	8.5	+1.3	.625
Kansas City Chiefs	KCFX(FM)	4.8	5.0	+0.2	.625
Philadelphia Eagles	WIP(AM)	2.7	4.0	+1.3	.625
San Francisco 49ers	KGO(AM)	8.0	8.4	+0.4	.625
Los Angeles Raiders	KFI(AM)	2.1	2.7	+0.6	.562
Miami Dolphins	WIOD(AM)	4.9	5.7	+0.8	.500
	WQBA(AM)**	2.5	4.1	+1.6	.500
Minnesota Vikings	KEEY-FM	9.3	10.8	+1.5	.500
New York Giants	WNEW(AM)	2.5	1.9	-0.6	.500
New York Jets	WCBS(AM)	3.5	3.0	-0.5	.500
Pittsburgh Steelers	WTAE-AM/WVTY-FM*	9.5	9.2	-0.3	.437
Seattle Seahawks	KIRO(AM)	10.6	9.2	-1.4	.437
Cleveland Browns	WHK-AM/WMMS-FM*	10.0	11.9	+1.9	.375
New England Patriots	WBZ(AM)	5.5	7.5	+2.0	.375
Green Bay Packers	WTMJ(AM)***	10.6	11.0	+0.4	.250
Phoenix Cardinals	KTAR(AM)	8.6	9.6	+1.0	.250
San Diego Chargers	XTRA(AM)	2.0	2.1	+0.1	.250
Cincinnati Bengals	WKRC(AM)	3.7	5.0	+1.3	.187
Los Angeles Rams	KMPC(AM)	2.6	2.8	+0.8	.187
Tampa Bay Buccaneers	WQYK-AM-FM*	10.8	12.3	+1.5	.187
Indianapolis Colts	WIBC(AM)	11.5	12.4	+0.9	.062

Note:
*AM-FM ratings combined
**Broadcasts in Spanish
***WTMJ(AM) is located in Milwaukee

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WPTY-TV Memphis □ Sold by Chase Broadcasting of Memphis Inc. to Clear Channel Communications for $21 million cash. **Seller** is subsidiary of Chase Communications Inc., headed by David T. Chase, and is licensee of four AM's, four FM's and five TV's. **Buyer** is headed by L. Lowry Mays, and is licensee of eight AM's, eight FM's and six TV's; waiver for recent purchase of KQAM(AM)-KEYN-FM Wichita, Kan., is pending. WPTY-TV is Fox affiliate on ch. 24 with 3,003 kw visual and 600.6 kw aural with antenna 1,011 feet above average terrain.

KDMG-FM Pella, Iowa □ Sold by GBA Inc. to Intergalactic Communications Inc. for $1.43 million. **Seller** is headed by George Beasley, who heads Beasley Broadcast Group. Beasley has at least 45% interest in ultimate licensees of 5 AM's and 15 FM's. **Buyer** is headed by Ronald Sorenson, who has notice of appeal filed for application for new FM at Des Moines, IA, which was granted to competing applicant. KDMG-FM has classic oldies format on 103.3 mhz with 100 kw and antenna 750 feet above average terrain.

WJMR(FM) Fredericktown, Ohio □ Sold by Ohio Broadcasting Stations Inc. to Bohmar Communications Inc. for $325,000 on terms. **Seller** is headed by John McKinley and has no other broadcast interests. **Buyer** is headed by Arlene D. Bohach and has no other broadcast interests. WJMR has AC format on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KWZD(FM) Hamlin, Tex. □ Sold by William R. Rice Inc., receiver, to B & D Communications Inc. for $265,000 cash. **Seller** was receiver for assignment of WYTL(AM)-WPFR(FM) Terre Haute, Ind., which was recently approved. Rice has also been appointed receiver for WKKI(FM) Celina, Ohio, to be filed shortly. **Buyer** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, La. KWZD has C&W format on 103.7 mhz with 100 kw and antenna 985 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$0** □ **0**

FM's □ **$1,430,000** □ **1**

AM-FM's □ **$0** □ **0**

TV's □ **$21,000,000** □ **1**

Total □ **$22,430,000** □ **2**

1992 to Date:

AM's □ **$0** □ **0**

FM's □ **$1,430,000** □ **1**

AM-FM's □ **$0** □ **0**

TV's □ **$21,000,000** □ **1**

Total □ **$22,430,000** □ **2**

For 1991 total see Jan. 27, 1992 BROADCASTING.

PUBLIC GRANITE

Granite Broadcasting has gone public. As reported earlier ("Closed Circuit," Jan. 13), the $7 offering price for the group owner was below that originally anticipated, while the 3 million shares sold was more than originally expected. The company trades on NASDAQ's National Market System under the symbol GBTVK.

WATCH AND READ

CBS-TV and The New York Times Co. Women's Magazines have joined forces in what they describe as the first marketing partnership between a TV network and a consumer magazine group. Together, they will sponsor a 25-market shopping-mall tour beginning in January 1993 featuring appearances by magazine editors and stars of CBS programs. Advertisers who commit to combined purchases with the two companies will be featured in the tour. The New York Times Co. Women's Magazines publishes 14 titles including *Family Circle* and *McCall's*.

SOLD!

KGEO-AM/KGFM-FM, Bakersfield, California from Kern Broadcasting Corporation to Lagniappe Broadcasting, Inc. for $1,750,000.

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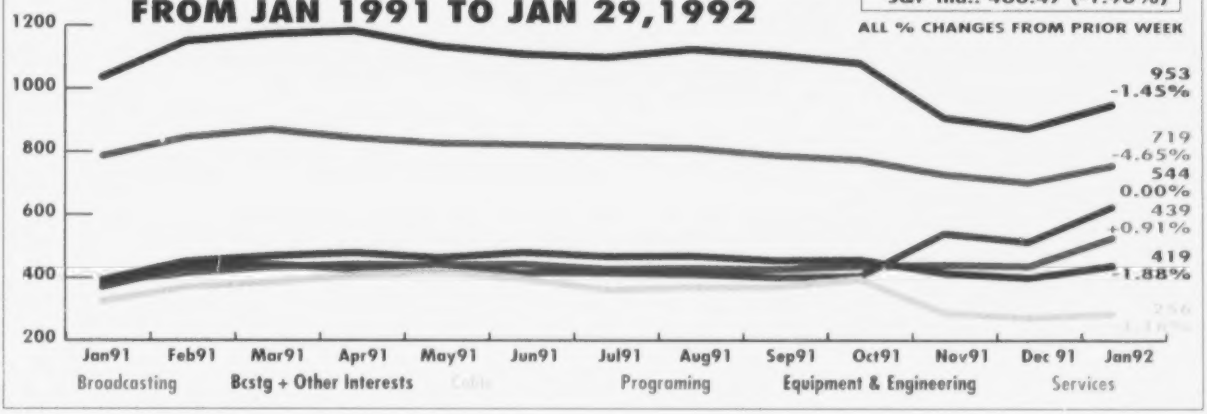
Broadcasting's By The Numbers

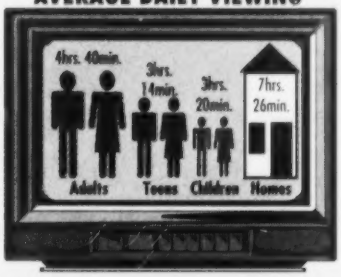
STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 29,1992

NASDAQ: 616.31 (-0.71%)
S&P Ind.: 486.47 (-1.96%)
ALL % CHANGES FROM PRIOR WEEK



TELEVISION INFORMATION FALL 1991

AVERAGE DAILY VIEWING



PERSONS VIEWING PRIME TIME

(= 10 million)

PRIME TIME* VIEWING SHARES

* Mon-Sat 8-11 ; Sun 7-11

Source: Nielsen Media Research

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research

NEWS AND PUBLIC AFFAIRS

D.M. Therese Byrne, VP, marketing and new business development, NBC News Productions, New York, named president.

Robert A. Martin, Western regional editor, United Press International, named VP, Europe-Middle East-Africa, London. **Royal Brightbill,** journalism teacher, Loyola University, New Orleans, rejoins UPI, London, as editor, Europe-Middle East-Africa.

Kurt Davis, news director, WSET-TV Lynchburg, Va. (Roanoke), joins KDFW-TV Dallas as managing editor of news.

Andy Liscano, from WITI-TV Milwaukee, joins KOVR(TV) Stockton, Calif. (Sacramento), as sports director.

Jose Rios, news director, KCBS-TV Los Angeles, joins KTTV(TV) there as managing editor.

TECHNOLOGY

Edmund A. Williams, transmission and propagation engineering manager and special projects officer, Advanced Television Test Center, Alexandria, Va., joins Public Broadcasting Service there as manager, advanced television field test project, which will assist FCC and its advisory committee on advanced television service on selection of new technology.

Michael Sterling, senior engineer, National Public Radio, Washington, named director of technical operations, audio engineering division.

Todd Moffett, from Echosphere Corp., satellite equipment distributor, joins Toshiba America Video Communications Group, Buffalo Grove, Ill., as assistant national sales manager.

Steve Schearer, from WFTV(TV) Orlando, Fla., joins WLOS(TV) Asheville, N.C., as master control operator.

David Powell, acting chief engineer, WLEX-TV Lexington, Ky., named chief engineer.

PROMOTION AND PR

Karen J. Grobler, manager, creative services, *Joan Rivers Show*, Tribune Entertainment, New York, named director, creative services.

Bronwyn Smith, senior publicist, programing, Nickelodeon/Nick at Nite, New York, named manager of program publicity.

Diane Dunst, director of promotion serivces, *Lears* magazine, forms Diane Dunst Promotion Inc. promotion company, New York.

ALLIED FIELDS

Bell

Howard H. Bell, retired president-CEO of American Advertising Federation, Washington, joins Wiley, Rein & Fielding, Washington law firm, as counsel. During Bell's 24-year tenure as AAF president, he advocated and developed industry's self-regulatory program and serves on numerous industry organizations. He remains AAF president-emeritus.

New executive board at Cable Television Administration and Marketing Society, New York: **Michael Smith,** Disney Channel, president; **Beverly Hermann,** Lifetime, VP; **Pennie Contos,** Cablevision Systems, treasurer, and **Chris Van Name,** Time Warner, secretary.

1992 executive committee at Women In Cable Inc., Chicago: **Sharan Wilson,** Tele-Communications Inc., president; **Ruth Warren,** Jones Intercable Inc., VP; **Dianne Blackwood,** Cablevision of Alamace County, treasurer, and **Joan Gundlach,** Arts & Entertainment, secretary.

Daniel L. Gillick, recent graduate, George Mason University Law School, Arlington, Va., joins Smithwick & Belendiuk communications law firm, Washington, as associate attorney.

Dennis R. Eckhout, formerly with Harrison Bond & Peraro communications appraisal firm, forms DRE Associates consulting firm, specializing in mass media and communications industry, Fairfax, Va.

DEATHS

LaRue (Bud) Courson, 68, retired VP, National Association of Broadcasters, Washington, died Jan. 11 in Richmond, Va. Courson began his 33-year tenure at NAB in 1951 as mail room supervisor and held various positions including manager of production department and director, special services. He retired in 1984 as VP, administration services. He is survived by his wife, Lois; three sons, Bruce, Miles and Glenn, and one grandchild.

Andrew Alford, 87, engineering pioneer, died Jan. 25 of congestive heart failure in Winchester, Mass. He founded Alford Manufacturing Co., Winchester, Mass., where he designed and manufactured AM-FM-TV antennas and precision test equipment. He is survived by his wife, Helen.

Jack E. Shafer, 68, writer and producer, died Dec. 29 in Louisville, Ky. Shafer worked with Jerry Lewis on muscular dystrophy telethons, had stints at Time-Life, and Pulitzer Broadcasting and most recently was program director at WLKY-TV Louisville, Ky. He is survived by his wife, Betty.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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billed itself as the nation's largest 24-hour talk network. Emanuel resigned on Jan. 17 to become VP of the American Forum, a new division of Business Radio Network that will air ARN's overnight sports programing. ARN went dark that night. Graham, meanwhile, signed on as a consultant to United Talk Radio, which he said has picked up the bulk of ARN's daytime programing.

The **Federal Trade Commission staff last week appealed to commission members the dismissal of its 1990 antitrust complaint against the College Football Association and Capital Cities/ABC** that charged the pair with illegally restraining competition. Last August, an administrative law judge dismissed the complaint saying the FTC did not have jurisdiction over the CFA in its $300 million deal with Capital Cities/ABC because of the CFA's nonprofit status. FTC assistant director Michael Antalics argued that the CFA is a money-making commercial entity and that ABC (with rights to Big Ten and Pac-Ten games) acquired the CFA games so it could corner the market and raise ad rates. The FTC commissioners will review the case to determine whether they will issue a ruling or send it back to the ALJ.

In its second week of distribution, Tribune Entertainment's late-night talk strip, ***The Dennis Miller Show***, **averaged an unweighted 1.9 rating/8 share in 22 Nielsen metered markets** for the four days ending Jan. 30. *Miller* was off a modest 20% from its lead-in shares and held close to even with its first week's ratings.

Multimedia Entertainment's fall 1992 talk show, ***Rush Limbaugh,*** **completed a deal late last week to be cleared on WWOR-TV New York,** bringing total clearances to over 70 markets. A Multimedia spokesman confirmed that the syndicator will extend syndication exclusivity coverage to client stations, since WWOR-TV is a basic cable superstation.

CBS issued six-episode midseason pickups for half-hour sitcoms *Scorch* and *Fish Police*, effective Feb. 28, for Friday 8-9 p.m. time slots. Also, the network says that ***Street Stories,*** a news magazine hosted by Ed Bradley, will continue airing Thursdays at 9 a.m. at the end of the winter Olympic telecasts later this month from Albertville, France.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.6/223/96
2. Jeopardy!	13.7/215/96
3. Oprah Winfrey Show	12.6/224/99
4. Star Trek	11.9/243/98
5. Entertainment Tonight	9.5/186/96
6. Current Affair	8.9/174/94
7. Wheel Of Fortune (Wknd)	8.7/183/83
8. Cosby Show	8.3/208/98
9. Married...With Children	7.9/172/95
10. Donahue	7.7/226/96
11. Inside Edition	7.4/128/88
12. WKRP in Cincinnati	6.7/235/99
13. Sally Jessy Raphael	6.5/206/96
14. Hard Copy	6.4/173/93
15. Street Justice	5.7/139/93

MCA TV has closed clearance deals for its fall 1992 talk strip, *Kitty Kelley*, with WHDH-TV Boston, WXIA-TV Atlanta, WPXI-TV Pittsburgh and WPRI-TV Providence. Those signings follow that of KCBS-TV Los Angeles at last month's NATPE convention.

On Feb. 10, PrimeTime 24 will begin delivering CBS affiliate WRAL-TV Raleigh, N.C., to home satellite subscribers in areas around the nation not receiving a Grade B network signal. WRAL-TV replaces WBBM-TV Chicago in the three-network lineup offered by PrimeTime 24, which said the move will simplify technical operations, put all three signals (including WABC-TV New York and WXIA-TV Atlanta) in the same time zone and better match the programing with its mainly rural subscriber base. Cable distribution of the signals is limited mainly to Puerto Rico.

Cox Enterprises Inc. and Scientific-Atlanta Inc. agreed to jointly design a Cable Microcell Integrator to deliver personal communications network (PCN) telephone services via cable systems. Cox will use its experimental PCN license to test the digital radio transceivers in its largest system, San Diego.

SportsChannel America has signed two more Prime Network-affiliated regional sports networks to carry its NHL coverage, bringing its total reach to 23.2 million homes. SCA signed KBL Sports Network in Pittsburgh, with 1.5 million subs, and Washington's Home Team Sports, with 2.2 million subs.

McHugh & Hoffman Inc., a Mclean, Va.-based industry research and consulting company, **has merged with** the Detroit-based research company **Market Strategies Inc.**

THINK TANK SEEKS END TO PUBLIC TV FUNDING

Conservative Washington think tank The Heritage Foundation called on Congress to cease funding public television. At the same time, it advised the government to privatize the Corporation for Public Broadcasting, the government-funded organization charged with granting funds to noncommercial program producers.

"The current public broadcasting system is obsolete, overly expensive and doomed to be the center of continuous political controversy," said Laurence Jarvik, a Heritage resident scholar, in "Making Public Television Public," a Heritage report.

CPB President Donald Ledwig's response to the report was that "CPB has been effectively carrying out its mission to provide high-quality, educational, informational and cultural programing" and "expects to continue to provide that service to the American public." The Heritage attack comes as CPB is fighting to pass a bill authorizing it through 1996 amid charges from some senators that CPB-funded programs promote a liberal bias. (CPB is already funded through 1993.)

Jarvik also questions the need for government subsidies of public television. "In addition to privately sponsored programs and their ancillary products, book tie-ins and the like, as well as local fundraising drives, some 70 major public television stations now sell national commercial spot advertising," he said, citing "extended sponsorship credits" for Mercedes, American Airlines, Kraft Foods and others. –BMS